

African American Cultural Center Community Visioning Process

COMMUNITY ENGAGEMENT PLAN



March 2019

ENVIRON ARCHITECTURE www.environarch.com

WIGGINS HUNTER CONSULTING GROUP

Over the course of five months, **Environ Architecture, Inc. and Wiggins Hunter Consulting Group** are committed to working with City staff to engage the African American community to provide input for the Community Advisory Committee that helps create a community-driven operating vision for an African American Cultural Center in Long Beach.

Community Outreach & Engagement Team



Tasha W. Hunter, MFA

Wiggins Hunter Consulting Group, Owner
Arts Council for Long Beach, Board President

Over the past two decades, Tasha's work has been her passion centered around filmmaking, community building, arts, education, and event planning. Tasha has traveled to throughout Africa, Brazil, Cuba and the Caribbean to study and document the arts, music, and religions of the African diaspora.

For the last 25 years, Tasha has worked with KAOS Network, a multi-media center for arts and culture in Leimert Park, where she produces the annual Leimert Park Artwalk Day of the Ancestor Festival of Masks and Procession working with the cultural community from home and abroad.

Tasha serves as Executive Director of the Uptown Business Improvement District, the Board President of the Arts Council for Long Beach and serves on the Cultural Heritage Commission.

Alan Burks, AIA, LEED BD+C

Environ Architecture, President, Dir. of Architecture

With over 35 years of industry experience, Alan is an expert in his field. Educated at the University of Illinois in Chicago, Alan started his career as a partner at the architectural practice, Environ, Inc. After relocating to California in 1988, he worked for various firms in Los Angeles but eventually planted roots in Long Beach. His goal was to work and live in a city that was vibrant and innovative.

He acquired his California architectural license and in 1992 he established Environ Architecture, Inc. in downtown Long Beach.

While Alan and his team work on various types of commercial architecture, he has particular expertise in building rehabilitation, tenant improvements, urban design, adaptive reuse of historically significant buildings with an emphasis on creating sustainable and innovative environments.



Engagement Strategy

The Outreach Team is committed to an engagement process that will gather comprehensive input from community members to inform the Community Advisory Committee. This information will be used to inform a community-driven operating vision for the African American Cultural Center. The team will achieve this by engaging African American/Black-serving community groups and institutions, and all interested community members, creating an effective process with forums and opportunities for full participation. Residents will have the ability to participate in the community engagement process at any point over these three months. We will host and facilitate roundtables, focus groups, one-on-one interviews, online and paper surveys, and create an engaging and informative online/social media presence.

The community engagement process will reach many people by focusing on equity, diversity, and inclusion in gathering this input. This methodology is at the forefront of our mission throughout the entire process, ensuring that each voice is heard, each suggestion is recognized, and every individual is welcome to share.

Each engagement method is detailed in this Community Engagement Plan. The Outreach Team will identify strategies to generate interest and involvement in the entire process while recognizing and utilizing the communities' input on cultural assets and knowledge.

Throughout the process, the Outreach Team will provide monthly updates to the Community Advisory Committee. At the end of the engagement process, we will deliver a comprehensive, detailed report of all community input to the Community Advisory Committee and the community at large.

Community Roundtables

Attachment 1 - Draft Roundtable Agenda

Attachment 2 - Draft Questions

Objective and Purpose:

The Outreach Team will host three (3) Community Roundtable meetings in order to solicit input from community members on four topics:

- African American Cultural Assets in Long Beach
- The ideal location of an African American Cultural Center in Long Beach
- Programs that should be provided or topics explored by an African American Cultural Center
- Facilities that should be included in an African American Cultural Center

This input will inform the Community Advisory Committee in generating a community-driven operating vision for an African American Cultural Center.

Goals:

- Receive in-depth community input from many voices.
- Collect ideas for desired locations, programs, classes, etc.
- Attract an audience of 10 – 20 community members
- Encourage non-traditional/outside the box ideas, exhibits, classes, and suggestions for an African American Cultural Center
- Ensure that the public involvement process is “transparent” by making the information accessible.
- Provide a space for community members to network with each other.
- Give everyone equal rights and access to participate.

Methods:

Each of the Roundtable meetings will be facilitated by a member of the Outreach Team, taking place at locations throughout the city of Long Beach that are familiar and accessible to community members. Each location will have ample free parking and will be near public transportation. A welcoming atmosphere and environment will be created, targeting community members of all ages.

Each meeting will consist of:

- Introductions
- Guidelines for discussion
- A guest speaker or informational component
- Question and answer session with the speaker
- Cultural Assets discussion
- An interactive discussion on the African American Cultural Center

We will invite guest speakers at each event that are knowledgeable, invested experts in the African American community. These guest speakers will help attract a broader audience, share important information from their professional experience with community member, and inspire stronger discussion.

The Outreach Team will ask attendees to contribute any African American cultural assets they know about in the City of Long Beach, past or present. These will be recorded by Outreach Team staff and provided to Lord Cultural Resources for the Cultural Asset Map.

The Outreach Team will then break the attendees into smaller groups to discuss:

- The ideal location of an African American Cultural Center in Long Beach
- Programs that should be provided or topics explored by an African American Cultural Center
- Facilities that should be included in an African American Cultural Center

Each group will report back their ideas in the large group. Attendees will be asked to vote on each option, with the number of votes totaled for each idea. Attendees will also be provided index cards and/or post-it notes at each table to write any additional ideas or questions.

The Outreach Team will share updates from these meetings via social media and the City's website. All information from these meetings will be shared with the Advisory Committee, in order to keep the decision-makers informed through this transparent process.

In order to collect and synthesize the data from these meetings, roundtables will be recorded (video and/or voice), ideas and vote totals will be recorded, and meeting notes will be taken by Outreach Team staff and input into reader friendly reports, to be provided to the Community Advisory Committee

One-on-One Interviews

Attachment 3 – One-on-One Interview List

Attachment 4 – One-on-One Interview Questions

Objective and Purpose:

The outreach team will hold stakeholder interviews with individuals that have been specifically identified due to their community involvement, vision, and cultural investments in the community. These in-depth interviews will deliver a deeper understanding of what an African American Cultural Center should provide, and will inform the Community Advisory Committee's visioning process.

Goals:

- Target key community leaders and experts that have specific knowledge about Long Beach.
- Gain further detailed insight about the African American community in Long Beach and the key individuals that helped shape it.
- Solicit ideas, concerns, and potential issues for an African American Cultural Center from subject matter experts.
- Identify additional community leaders to engage.
- Bridge and create partnerships for the future.

Methods:

We will supply identified stakeholders with the questions prior to the interview, allowing them time to prepare, to ensure efficiency and proper budgeting of time. We will request a short bio and photo from each person interviewed. Interviews will be scheduled and conducted by Outreach Team staff, each of whom are experienced in conducting interviews. Some interviews will also be conducted by graduate students in the Master of Social Work program from California State University, Long Beach. Everyone conducting interviews will be trained and equipped with questions and guidelines. Each interview will vary in time, between one to two hours in length.

Interviews will be audio recorded. Themes from the one-on-one interviews will be aggregated and included in the final report to the Community Advisory Committee.

Focus Groups

Attachment 5 – Focus Group Organizations by Category

Attachment 6 – Focus Group Interview Questions

Attachment 7 – Schedule of Focus Groups

Objective & Purpose:

The Outreach Team will schedule focus group interviews with specific organizations to solicit their ideas and suggestions for an African American Cultural Center. The group views will provide insight relative to each organization's mission and experiences and ensure that the process is inclusive of all voices in the African American community. These insights will help inform the Community Advisory Committee's visioning process.

Goals:

- Engage discussion with a specific organization representing a particular perspective in the African American community in Long Beach.
- Receive in-depth community input from many voices.
- Collect ideas for desired locations, programs, classes, etc.

Method:

Each focus group interview will be moderated by Outreach Team members. Focus group interviews will typically take place during regularly scheduled meetings for the respective organizations (e.g. Board Meetings, student meetings, programs and activities). If one of the mentioned organizations does not have any upcoming meetings, events, programs, the Outreach Team will schedule a meeting with key stakeholders within the organization.

Interview results will be recorded by audio or handwritten notes, depending on what each group will allow. Index cards and Post It Notes will also be provided for each attendee to write ideas or questions. All results will be organized and input into the final report provided to the Community Advisory Committee.

Community Events

Attachment 8 – Timeline of Community Events

Objective & Purpose:

The Outreach Team will attend approximately four community events per month. There are many events occurring throughout Long Beach that are an effective way of gathering input from community members who might otherwise not attend our Roundtable meetings. The Outreach Team's presence at these events will consist of engagement, administering surveys, and invitations to the Community Roundtables.

Goals:

- Receive input on the African American Cultural Center via survey feedback.
- Engage additional participants.
- Invite community members to participate in the community roundtables and discussions.

Methods:

The Outreach Team will attend approximately four community events per month. Outreach Team staff will attend and engage, take surveys and invite individuals to Community Roundtables. Paper surveys will be available for individuals to participate directly and links to an online survey will be sent via text or email to encourage individuals to complete it immediately or at a later time.

Many organizations and publications including the Arts Council for Long Beach host a community calendar of events and activities that organizations from all over the city use a hub for posting. The Outreach Team will encourage participation through these hubs.

Some of the monthly events that the Outreach Team will attend include:

- Art Walk, First Fridays, Collaborative Gallery events, Pop-Up Town Social, etc.
- **March:** Women's History Month events
- **April:** Earth Day celebrations and events
- **May:** Pride celebrations and events

The Long Beach Opera is doing a series of Community Conversations from February through June 2019, focused around the 'Central Park Five' story and social justice. Leading up to the actual performance in June, the Opera will attract hundreds of participants during these Community Conversations which are focused on discussing racism, social justice in America, life after incarceration, reform, advocacy, and healing.

Survey results will be entered into a spreadsheet. All results will be organized and input into the final report provided to the Community Advisory Committee.

Surveys

Attachment 9 – Survey Questions and Link

Objective and Purpose:

The Outreach Team will conduct a survey of all interested participants through an online platform and on paper at events. This survey will provide the Advisory Committee with input from people who may not be able to participate in our other events, ensuring a process that is inclusive of as many people as possible.

Goals:

- Gain input from as many people as possible
- Provide the Advisory Committee with a wide range of perspectives, even from people who cannot otherwise be involved in the process.

Method:

The online survey will be hosted through Google Forms which will automatically feed responses into a spreadsheet for analysis by the Outreach Team. This user-friendly form can be accessed from cellular devices, tablets and computers and will be used to gain input at community events. It will also be disseminated through social media pages and the website. We will also solicit input through paper surveys at community meetings and will enter these responses into a spreadsheet. The results of the online survey will be summarized and included in the final report to the Advisory Committee.

The survey requires each respondent to include their email address, which will also be compiled in a database/spreadsheet for updates and sharing information about future events and activities.

Communications, Marketing, and Promotions

Getting the word out about our events, roundtables, focus groups and the entire engagement and visioning process will require targeted strategies to capture a diverse, yet targeted audience. Strong communications will also ensure that the public involvement process is transparent by making the information accessible.

City Staff will maintain an informative website, located at:

<http://www.longbeach.gov/iteam/priorities/african-american-cultural-center-visioning-process/>

The website will contain:

- Past event information, such as presentation slides and notes.
- Photos and videos visually documenting the engagement process.
- Upcoming event information including dates, times and locations as available.
- A link to the online survey.

Social Media outreach will be carried out on the City's iTeam Facebook, Instagram, and Twitter accounts. These platforms have been identified as the best ways to share information to individuals in multiple age categories. The Outreach Team will create content for these platforms to be approved and disseminated by City communications staff. The Outreach Team will advertise events through e-mail blasts, local press, flyers at events, signage at sites, and City press releases.

Deliverables to Advisory Committee

Monthly Update Reports:

At each monthly Advisory Committee meeting, the Outreach Team will present an Update Report and Executive Summary. The summary and report will average approximately 2 – 4 pages in length and will consist of:

- Brief overview of
 - Community Roundtable Meeting(s)
 - Focus Group sessions
 - One-on-One Interviews conducted
 - Events Attended
 - Number of surveys collected/submitted
- A spreadsheet with community input, including the number of votes for each idea

Final Report:

Detailed report with information, input and suggestion from each of the engagement areas below. The report will consist of narrative, spreadsheets and photos from:

- Community Roundtables
- Focus Group notes/suggestions
- One-on-One Interview notes with bios and photos of participants
- Feedback from Community Events
- Survey results
- Social media feedback
- E-mail feedback

Attachments

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Attachment 7 – Schedule of Focus Groups

Attachment 8 – Timeline of Community Events

Attachment 9 – Survey Questions and Link

African American Cultural Center Visioning Process

Thursday, March 7, 2019

5:30 – 7:30PM

Community Roundtable #1 AGENDA

1. 5:30 – 6:00pm
Sign In
Note cards will be placed on the tables for additional ideas.
2. 6:00 - 6:15
Introductions – Consultants, City Staff, Darick Simpson - LBCAP Executive Director
3. 6:15 – 6:35
Tasha Hunter introduces
Guest Speaker Dr. Daniel Walker, How an African American/Black Cultural Center can impact a communities
4. 6:35-6:45
Questions/Answers for Dr. Walker
5. 6:45 – 6:55
Gather Asset List - Community will list current cultural and/or historic African American/Black assets in LB
4. 6:55 - 7:10 –
Unveil posters - Brief discussion of ideas generated at the Kick-off meeting. Get additional ideas and input
5. 7:10 - 7:20
Community Review of the ideas and make selections or rejections by placing red or green dots on the posters
6. 7:20 - 7:30
Recap the results of the selection process. Additional community input or feedback
7. 7:30 pm
Closing Remarks.

Roundtable #1 Location: LB Community Action Partnership
117 N. Victoria Ave., Long Beach, CA 90805

Community Roundtable Questions.

Sampling of Questions, based off of survey and Steering Committee input:

1. Do you live in Long Beach?
2. What programs, classes, exhibits, or other activities would you like to see at an African American Cultural Center?
Community members will use color coded dots to indicate the programs they are interested in based upon suggestions from Community Visioning Kickoff (January 29, 2019).

3. Where in Long Beach would you like to see an African American Cultural Center located?
4. What would you be willing to pay to enter?
5. What cultural assets (past and present) do you know of in the city?

Assets are useful, historic or valuable things, persons, or events. (Examples: MLK parade on MLK Blvd., Michelle Obama Library, Forgotten Image Exhibit & Yesterday Today Tomorrow BHM celebration.)

6. Do you travel outside of Long Beach to participate in cultural activities, classes, or events? (If so please share.)
7. Participants will be asked to write and discuss additional questions, comments or suggestions.

One-on-One Interviews.

The following lists community stakeholders/organizations that have expressed interest in participating, and/or have been suggested by community members, elected officials, city staff and other community leaders as sources for information within Long Beach.

Interviews will take place in a designated location so that multiple interviews (up to 4 per day) can be conducted in a single setting. In certain circumstances, select interviews will take place in the individual's home/office or location of their choice.

Stakeholder	Organization
Vice Mayor Dee Andrews	Councilman District 6
Councilman Al Austin II	Councilman District 8
Councilman Rex Richardson	Councilman District 9
Darick Simpson	Long Beach Community Action Partnership
LaVerne Duncan	Andy Street Neighborhood Association
Dr. Alex Norman	Retired Professor, Author
Mr. & Mrs. Leon Wood	Success in Challenges, Pastor
Dr. Minnie Douglass	Philanthropist, Community Leader
Naomi Rainy	NAACP President
Winnie Carter	Retired City of Long Beach employee, age 99
Dr. John Hamilton	California State University Long Beach, Sociology
James Burkes	Director, Department of Cultural Affairs, Los Angeles
Dr. Jane Close Connelly	President, California State University Long Beach
Dr. Reagan F. Romali	President, Long Beach City College
Kelvin Anderson	Owner VIP Records
Peggy Priestly	Freedom Rider
Dr. Matthew Jenkins Mrs. Roberta Jenkins	Philanthropists
Professor Akinsanya Kambon	Pan African Museum
Dr. Maulana Karenga	CSULB Professor, Founder of Kwanzaa
Ernest McBride Jr.	Son of Ernest McBride Sr. (Co-founder of NAACP LB, activist)
Jackie Brown	Charles Drew University of Science
Dr. Thomas A. Parham	President, California State University Dominguez Hills
Black Business Owners	

Potential Questions:

1. How long have you been a Long Beach resident?
2. (If not a LB native) Where are you from originally or prior to Long Beach? Why did you/family move to LB?
3. What are your past, present and future connection to Long Beach?
4. What do you feel are your greatest contributions to the community?
5. What has kept you in Long Beach?
6. What do you believe Long Beach best known for?
7. What cultural assets (past and present) do you feel are significant to African Americans in Long Beach?
8. Why and how are they significant?
9. What cultural centers, events and activities do you visit/participate in (Long Beach and abroad)?
10. Who are other individuals in the community that we should interview and/or contact?
11. Should this be called an African American Cultural Center, Black Cultural Center, or Pan African?
12. To enter the cultural center, should there be: an annual membership fee, minimal fee, or should it be free to the public? free/discounted to Long Beach residents?

Timeline One-on-One Interviews 2019

Date	Time	Names	Location
March		Vice Mayor Dee Andrews	Council District 6
March		Councilman Al Austin II	Council District 8
March		Councilman Rex Richardson	Council District 9
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March	11:00 AM	Darick Simpson, Long Beach Community Action Partnership	LBCAP
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March	1:00 PM	LaVerne Duncan Andy Street Community Association	Environ
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March	11:00 AM	Dr. Alex Norman	Environ
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March	11:00 AM	Rev. Dr. Leon Wood & Paula Wood Success in Challenges	Prayer Center
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March		Doris Topsy-Elvord Former Councilwoman	In Home
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April		Dr. Minnie Douglas Community Leader	Arts Council of Long Beach
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April		Naomi Rainey President	NAACP
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April		Dr. A. Kambon Educator/Gallery Owner	Pan African Museum
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Timeline One-on-One Interviews 2019 *continued*

Date	Time	Names	Location
April		Uduak "Joe" Ntuk LBCC Board of Trustees	TBD
April		Dr. Jane Connely CSULB President	CSULB
April		Dr. Reagan Romali Long Beach City College	LBCC

Suggestions from 2.26.19 Steering Committee Meeting:

Black Business Owners
Dr. Maulana Karenga CSULB Professor, Founder of Kwanza
Ernest McBride Jr. Son of Ernest McBride Sr. (Co-founder of NAACP LB, activist)
Jackie Brown Charles Drew University of Science
Dr. Thomas A. Parham President, California State University Dominguez Hills

Attachment 5

Focus Group Organizations by Categories:

Youth & Family

100 Black Men of Long Beach, Omega at LB Jordan HS., Black History Club in LBUSD, Male and Female Academies, Concerned African American Parents.

Senior Groups

The Expo Arts Center Senior Group and the Elder Council.

Historic Groups

The United Council of Negro Women, the NAACP, and the African American Historic Society

College Groups

Black Student Unions and student groups at CSULB and LBCC as well Black Greek **Sororities** and **Fraternities**.

Activist and Advocacy Groups

Black Lives Matter, My Brother's Keeper and Children's Defense Fund.

The LGBTQ Community

The LGBTQ Center, Black Gays/Lesbians United

The Creative Community

Arts Council for Long Beach, The Long Beach Opera, Dean of the Arts Department at CSULB and LBCC, Creative Long Beach Interns (in arts organizations throughout the city.)

Timeline for Focus Groups 2019

Date	Time	Group	Location
Tuesday, March 12	11:00 AM	Senior Citizen Advisory Committee Program	Expo Center
Saturday, March 16	8:30 AM	100 Black Men of LB	CSULB
Saturday, March 16	11:00 AM	African American Historic Society	Burnette Library
Tuesday, March 19	10:00AM	Black Student Organizations @ LBCC	LBCC LAC Campus
Thursday, March 21	6:00 PM	Concerned African American Parents	Hughes Middle School
Thursday, March 28	6:00 PM	Coalition of Involved African American Parents	Teacher Resource Center
Thursday, March 28	6:30 PM	Westside Neighborhood Association	Silverado Park
Monday, March 2019	6:00 PM	The LGBTQ Center of Long Beach	2017 E. 4th Street
April		Minister's Alliance	
April		Black Student Organizations at CSULB	
TBA		Jack and Jill of Long Beach	
TBA		National Council of Negro Women	
TBA		Black Greeks (Fraternity/Sororities)	

Timeline for Event Attendance 2019

Date	Time	Group	Location
Saturday, January 12	10:00 AM	Martin Luther King Parade flyer canvassing/outreach	MLK BLVD., District 6
Saturday, February 9	1:00 PM	Long Beach Opera, Community Arts Conversation flyer canvassing/outreach	Michelle Obama Library
Tuesday, February 12	3:30 PM	Black History Celebration Tabling/Flyers, Mailing List, Surveys	City Hall
Thursday, February 21	4:00 PM	"Rise!" Black History Month Panel Discussion	Long Beach City College
Thursday, February 28	5:00 PM	Celebrating Black Excellence & PopUp Town Social Tabling/Flyers, Surveys	Michelle Obama Library
Monday, March 4	6:00 PM	Arts Council for Long Beach - Board Meeting Flyers, Surveys	Able Arts
Sunday, March 10	3:00 PM	Equity in the Arts Panel and Discussion Flyers, Mailing List, Survey	Museum of Latin American Art

Steering Committee Meetings & Community Roundtables

Date	Time	Event	Location
Tuesday, January 29	5:30 - 7:30 PM	Community Visioning Kick Off	Expo Center
Tuesday, February 26	5:30 - 7:30 PM	Steering Committee Meeting #1	Expo Center
Thursday, March 7	5:30 - 7:30 PM	Community Roundtable #1	Long Beach Community Action Partnership
Tuesday, March 26	5:30 - 7:30 PM	Steering Committee Meeting #2	Expo Center
Thursday, April 4	5:30 - 7:30 PM	Community Roundtable #2	Central LB
Tuesday, April 30	4:30-7:30 PM	Steering Committee Meeting #3	Expo Center
Thursday, May 16	5:30 - 7:30 PM	Community Roundtable #3	West Long Beach
Tuesday, May 28	5:30 - 7:30 PM	Steering Committee Meeting #4	Expo Center
Tuesday, June 24	5:30 - 7:30 PM	Steering Committee Meeting #5	Expo Center
Tuesday July 30	5:30 - 7:30 PM	Steering Committee Meeting #6	Expo Center

Online Survey.



Survey LINK:

[Community Visioning Survey for African American Cultural Center of LB](http://www.longbeach.gov/iteam/priorities/african-american-cultural-center-visioning-process/)

Questions:

1. Do you live in Long Beach?
2. Please select age category.
3. What programs, classes, exhibits, or other activities would you like to see at an African American Cultural Center?
4. Where in Long Beach would you like to see an African American Cultural Center located?
5. What would you be willing to pay to enter?
6. What cultural assets (past and present) do you know of in the city?

Assets are useful, historic or valuable things, persons, or events. (Examples: MLK parade on MLK Blvd., Michelle Obama Library, Forgotten Image Exhibit & Yesterday Today Tomorrow BHM celebration.)

7. Do you travel outside of Long Beach to participate in cultural activities, classes, or events? (If so please share.)
8. Please provide additional questions, comments or suggestions. Your feedback is valuable.

For more information please visit us at:

<http://www.longbeach.gov/iteam/priorities/african-american-cultural-center-visioning-process/>

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Or email: AACCoFLB@gmail.com

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